

principal businessaffiliate Investment: \$12,500

Year-round exposure

- Company listing in CSBA's online buyer's guide with a link to the company website.
- Annual company listing and recognition in *California Schools* magazine.
- Recognition as a valued Principal Business Affiliate at appropriate CSBA events.

Marketing opportunities

- Use of the CSBA Business Affiliate logo (per guidelines with written approval).
- Mailing list of Annual Education Conference and Trade Show attendees.
- One 1/16-page ad in one issue of *California School News* monthly newsletter.
- One month banner ad in *California School News* weekly e-blast.
- One free ½-page ad in two issues of *California Schools* Magazine and the Annual Education Conference and Trade Show program guide.
- One free rotating banner ad on www.csba.org for 12 months.
- 50% discount on all advertising; 50% discount on color in CSBA's *California Schools* magazine.
- 50% discount on CSBA's Annual Education Conference and Trade Show registration.
- One free 10'x10' exhibit space at CSBA's Annual Education Conference and Trade Show (discount not to exceed \$1,650).
- Early registration for Annual Education Conference and Trade Show exhibit space.
- The option to purchase sponsorship opportunities a-la-carte.

principal

Subscriptions to publications and electronic news sources

- *California School News* monthly newsletter
- *California Schools* quarterly magazine
- *California School News* weekly e-blast
- Highly valued department e-newsletters
 - *Policy News*
 - *The Core* (newsletter of the California County Boards of Education)
 - *Alliance Report* (case updates from the Education Legal Alliance)
 - Governmental Relations alerts

Business Affiliate budget forecast

An opportunity to attend a seminar about the impact of the state budget on companies that do business with schools.